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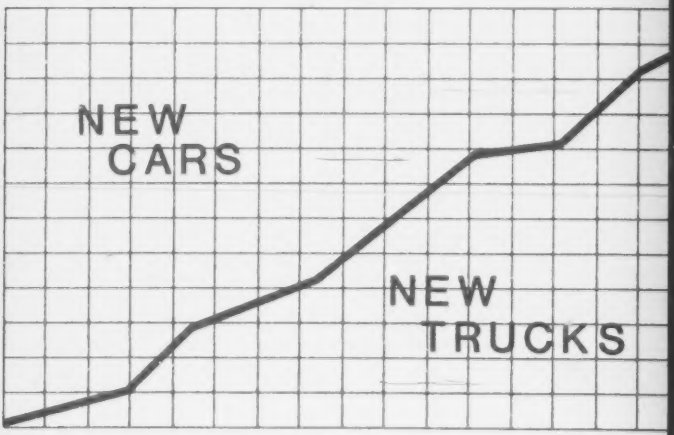
MAY
1991

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

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R L POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	12118	19053	63.60	1.63	2.33
LEBARON	6506	10605	61.35	.87	1.30
NEW YORKER	1380	4020	34.33	.19	.49
5TH AVE	3192	3049	104.69	.43	.37
IMPERIAL	954	969	98.45	.13	.12
DODGE	29477	30884	95.44	3.96	3.77
DAYTONA	1817	3478	52.24	.24	.42
SHADOW	7926	7010	113.07	1.06	.86
SPIRIT	6087	8859	68.71	.82	1.09
DYNASTY	9245	7735	119.52	1.25	.94
PLYMOUTH	16310	23657	68.94	2.19	2.89
HORIZON	71	1316	5.40	.01	.16
SUNDANCE	4453	6366	69.95	.60	.78
ACCLAIM	7497	10332	72.56	1.01	1.26
LASER	2850	3836	74.30	.38	.47
EAGLE	5881	5185	113.42	.79	.63
PREMIER	1552	1211	128.16	.21	.15
TALON	2888	2604	110.91	.39	.31
CHRYSLER CORP.	63786	78779	80.97	8.57	9.62
FORD	92790	112254	82.66	12.47	13.71
ESCORT	18182	23095	78.73	2.44	2.82
PROBE	7669	11288	67.94	1.03	1.38
MUSTANG	7394	11030	67.04	.99	1.35
TEMPO	14328	17665	81.11	1.93	2.16
TAURUS	28416	26342	107.87	3.82	3.21
CROWN VICTORIA	6467	9012	71.76	.87	1.10
THUNDERBIRD	6906	9402	73.45	.93	1.15
LINCOLN	19443	19508	99.67	2.61	2.38
MERCURY	35285	30397	116.08	4.74	3.71
TRACER	3077	1057	291.11	.41	.13
TOPAZ	5684	6148	92.45	.76	.75
SABLE	9002	7668	117.40	1.21	.94
COUGAR	5864	7206	81.38	.79	.88
GRAND MARQUIS	9954	8318	119.67	1.34	1.01
FORD MOTOR CO.	147518	162802	90.61	19.82	19.88
BUICK	53158	44100	120.54	7.14	5.38
SKYLARK	8207	8917	92.04	1.10	1.09
CENTURY	13216	9084	145.49	1.78	1.11
REGAL	10992	6356	172.94	1.48	.78
LESABRE	9067	13686	66.25	1.22	1.86
ROADMASTER	3256	-	-	.44	-
PARK AVE	6850	3338	205.51	.92	.41
RIVIERA	1302	1993	65.33	.17	.24
REATTA	258	658	39.21	.03	.08
CADILLAC	19657	21385	91.92	2.64	2.61
ALLANTE	314	247	127.13	.04	.03
ELDORADO	1545	2378	64.97	.21	.29
SEVILLE	5109	3787	134.91	.69	.46
CHEVROLET	114769	125765	91.26	15.43	15.35
PRIZM	9107	10637	85.62	1.22	1.30
CAVALIER	26890	24571	108.99	3.64	3.00
LUMINA	20008	20850	95.96	2.69	2.55
CORSICA	18714	14537	128.73	2.51	1.77
BERETTA	6410	9696	66.11	.86	1.18
CAMARO	4775	7637	62.52	.64	.93
CORVETTE	1513	2255	67.10	.20	.28
CAPRICE	11349	18067	62.82	1.52	2.21
OLDSMOBILE	34767	45032	77.21	4.67	5.50
CALAIS	3891	8900	43.72	.52	1.09
CUTLASS CIERA	12574	14047	89.51	1.69	1.72
CUTLASS SUPRM	8609	9205	93.53	1.16	1.12
TORONADO	854	1341	63.68	.11	.16
PONTIAC	49632	61081	81.25	6.67	7.46
SUNBIRD	9373	9350	100.25	1.26	1.14
GRAND AM	18955	22166	85.51	2.54	2.71
6000	3413	4041	84.46	.46	.49
BONNEVILLE	4001	6056	66.07	.54	.74
FIREBIRD	2036	3673	55.43	.27	.45
GRAND PRIX	8523	12210	69.80	1.15	1.49
SATURN	5468	-	-	.73	-
GEN. MTRS. CORP	217521	297394	95.12	37.29	36.30
MISC. DOMESTIC	2	7	28.57	-	-
OTHER IMPORT	25546	280135	91.19	34.32	34.20
U. S. TOTAL	744286	819118	90.87		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	54544	71508	76.28	1.64	1.91	179892
LEBARON	25619	34631	73.98	.77	.93	86996
NEW YORKER	7158	14994	47.74	.22	.40	37860
5TH AVE	16421	15034	109.23	.49	.40	38253
IMPERIAL	4883	4567	106.92	.15	.12	12730
DODGE	140456	138135	101.68	4.24	3.69	352846
DAYTONA	7418	14723	50.38	.22	.39	33906
SHADOW	29682	27303	108.71	.89	.73	69642
SPIRIT	37318	37733	98.90	1.12	1.01	92134
DYNASTY	48217	37492	128.61	1.47	1.00	104383
PLYMOUTH	83501	104440	79.95	2.51	2.79	247582
HORIZON	475	9174	5.18	.01	.25	12745
SUNDANCE	18877	23786	79.36	.57	.64	62869
ACCLAIM	46548	42624	109.21	1.40	1.12	108617
LASER	11563	18515	62.45	.35	.50	39154
EAGLE	22684	23057	98.34	.68	.62	58136
PREMIER	4382	6177	70.94	.13	.17	17147
TALON	12488	10530	118.59	.37	.28	27308
CHRYSLER CORP.	301185	337150	89.33	9.07	9.01	838456
FORD	448017	554029	80.87	13.48	14.80	1313488
ESCORT	99424	110160	90.25	2.99	2.95	285143
PROBE	30961	46633	66.39	.93	1.25	101981
MUSTANG	30235	49830	60.68	.91	1.33	124578
TEMPO	83894	97347	86.18	2.53	2.60	216280
TAURUS	125391	137112	91.45	3.78	3.65	312012
CROWN VICTORIA	29377	43219	67.97	.88	1.16	116241
THUNDERBIRD	33330	44529	74.85	1.00	1.19	104179
LINCOLN	80400	95605	84.10	2.42	2.56	229636
MERCURY	152326	155789	97.78	4.59	4.17	386253
TRACER	19758	6593	299.68	.59	.18	33295
TOPAZ	24979	33041	75.60	.75	.88	71850
SABLE	38515	39937	96.29	1.17	1.07	96592
COUGAR	23950	34175	70.08	.72	.91	74753
GRAND MARQUIS	38130	41983	90.82	1.15	1.13	102674
FORD MOTOR CO.	680743	807160	84.34	20.49	21.58	1933595
BUICK	216640	210220	103.05	6.52	5.62	531602
SKYLARK	40427	38503	105.00	1.22	1.03	89862
CENTURY	45124	48728	92.60	1.34	1.30	113105
REGAL	42794	25720	166.38	1.29	.69	87026
LESABRE	43454	64097	67.79	1.31	1.71	151967
ROADMASTER	5958	-	-	.18	-	3
PARK AVE	31396	21508	145.97	.95	.58	61747
RIVIERA	6224	8577	72.57	.19	.23	20594
REATTA	1263	2381	53.04	.04	.06	6319
CADILLAC	87618	105131	83.34	2.64	2.81	257923
ALLANTE	1140	1148	99.30	.03	.03	3148
ELDORADO	7201	9903	72.72	.22	.26	23156
SEVILLE	15264	12487	122.24	.46	.34	32912
CHEVROLET	470815	557339	84.48	14.17	14.90	1322772
PRIZM	32917	45184	72.85	.99	1.21	107120
CAVALIER	123110	122203	100.74	3.71	3.26	292551
LUMINA	81718	92840	88.02	2.46	2.48	214974
CORSICA	64222	74667	86.01	1.93	2.00	164108
BERETTA	24107	41056	58.72	.73	1.10	95403
CAMARO	18519	29389	63.01	.56	.79	76593
CORVETTE	7118	8388	84.86	.21	.22	21188
CAPRICE	53211	63154	84.25	1.60	1.69	146788
OLDSMOBILE	171745	212354	80.88	5.17	5.68	505283
CALAIS	34877	39940	87.32	1.05	1.07	99724
CUTLASS CIERA	43366	54524	79.54	1.30	1.46	132790
CUTLASS SUPRM	38069	50171	75.88	1.15	1.34	110677
TORONADO	3915	5823	67.23	.12	.16	14484
PONTIAC	216592	249321	86.87	6.52	6.67	626489
SUNBIRD	42885	41411	103.56	1.29	1.11	119073
GRAND AM	76841	85798	89.56	2.30	2.30	201452
6000	13135	20255	64.85	.40	.54	46800
BONNEVILLE	23187	28053	82.65	.70	.75	67247
FIREBIRD	8188	15480	52.89	.25	.41	38230
GRAND PRIX	38497	46592	82.63	1.16	1.25	115093
SATURN	15865	-	-	.48	-	1738
GEN. MTRS. CORP	1179392	1334436	88.38	35.50	35.68	3245969
MISC. DOMESTIC	11	32	34.38	-	-	77
OTHER IMPORT	1160551	1261377	92.01	34.94	33.73	3141532
U.S. TOTAL	3321882	3740155	88.82			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	93630	24.68	417002	510479	81.69	24.74	25.50
CHRYSLER	309	.08	1363	1248	109.21	.08	.06
DODGE	41643	10.98	185933	210950	88.14	11.03	10.54
FORD	111502	29.39	481617	588046	81.90	28.58	29.37
FREIGHTLINER	1709	.45	8933	10276	86.93	.53	.51
G.M.C.	26701	7.04	119159	143172	83.23	7.07	7.15
HINO	171	.05	813	1015	80.10	.05	.05
ISUZU	10099	2.66	42932	48117	89.22	2.55	2.40
IVECO	68	.02	508	956	53.14	.03	.05
JEEP	14994	3.95	61952	81805	75.73	3.68	4.09
KENWORTH	764	.20	4732	6518	72.60	.28	.33
MACK/MIDLINER	1049	.28	4880	7854	62.13	.29	.39
MERCEDES BENZ	107	.03	448	697	64.28	.03	.03
MITSUBISHI FUSO	260	.07	1215	1392	87.28	.07	.07
NAVISTAR	4344	1.15	23326	27539	84.70	1.38	1.38
OLDSMOBILE	2262	.60	9639	7953	121.20	.57	.40
OSHKOSH	430	.11	1917	1813	105.74	.11	.09
PETERBILT	797	.21	4239	5926	71.53	.25	.30
PLYMOUTH	14697	3.87	67616	77294	87.48	4.01	3.86
PONTIAC	1784	.47	8196	10864	75.44	.49	.54
SCANIA	-	-	6	53	11.32	-	-
UD	153	.04	728	766	95.04	.04	.04
VOLVO	22	.01	187	335	55.82	.01	.02
WESTERN STAR	35	.01	257	439	58.54	.02	.02
WHITEGMC	690	.18	3724	6204	60.03	.22	.31
OTHER IMPORTS	50652	13.35	231691	248342	93.30	13.75	12.40
MISC. DOMESTIC	467	.12	2416	1944	124.28	.14	.10
U. S. TOTAL	379339		1685429	2001997	84.19		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	251548	154103	5255	1102	24	2305	2524	141
CHRYSLER	1363	-	-	-	-	-	-	-
DODGE	135988	49945	-	-	-	-	-	-
FORD	293367	165857	-	7839	-	2225	8695	3634
FREIGHTLINER	-	-	-	-	-	-	-	8933
G.M.C.	56643	52421	791	562	78	1861	6542	261
HINO	-	-	114	-	174	232	293	-
ISUZU	39233	-	2563	283	432	323	98	-
IVECO	-	-	317	117	26	48	-	-
JEEP	61952	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	85	4647
MACK/MIDLINER	-	-	-	-	-	143	410	4327
MERCEDES BENZ	-	-	-	-	-	139	309	-
MITSUBISHI FUSO	-	-	704	-	227	126	158	-
NAVISTAR	-	-	-	8	24	2568	10382	10344
OLDSMOBILE	9639	-	-	-	-	-	-	-
OSHKOSH	-	68	110	898	633	145	1	62
PETERBILT	-	-	-	-	-	-	87	4152
PLYMOUTH	67616	-	-	-	-	-	-	-
PONTIAC	8196	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	6
UD	-	-	184	-	259	156	129	-
VOLVO	-	-	-	-	-	-	169	18
WESTERN STAR	-	-	-	-	-	-	-	257
WHITEGMC	-	-	-	-	-	-	-	3724
OTHER IMPORTS	228290	3401	-	-	-	-	-	-
MISC. DOMESTIC	248	103	34	-	1	455	261	1314
TOTAL	1154083	425898	10072	10809	1878	10726	30143	41820
1990 TOTAL	1280665	590736	12951	13607	2497	13327	34087	54124
1991 vs '90	90.12	72.10	77.76	79.44	75.21	80.48	88.43	77.27

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	35495	1.07	25221	.67
CHEVROLET STORM	29244	.88	42706	1.14
DODGE COLT DL/VISTA SW	7241	.22	8251	.22
DODGE STEALTH	7099	.21	-	-
EAGLE SUMMIT	5814	.18	6181	.17
FORD FESTIVA	15405	.46	25199	.67
GM LOTUS	117	-	71	-
MERCURY CAPRI	6994	.21	-	-
PLYMOUTH COLT DL/VISTA SW	6038	.18	8170	.22
PONTIAC LEMANS	13859	.42	11554	.31
TC by MASERATI	463	.01	1875	.05
OTHERS	-	-	2323	.06
TOTAL DOMESTIC SPONSORED IMPORTS	127769	3.85	131551	3.52
OTHER IMPORTS				
ACURA	53776	1.62	55497	1.48
AUDI	5073	.15	8248	.22
BMW	20768	.63	24204	.65
DAIHATSU	2356	.07	4459	.12
HONDA	264279	7.96	286366	7.66
HYUNDAI	48642	1.46	55297	1.48
INFINITI	11384	.34	6347	.17
ISUZU	4041	.12	1677	.04
JAGUAR	4727	.14	7805	.21
LEXUS	22111	.67	21685	.58
MAZDA	100584	3.03	93128	2.49
MERCEDES BENZ	25291	.76	29849	.80
MITSUBISHI	65154	1.96	64260	1.72
NISSAN	137333	4.13	168366	4.50
SAAB	12231	.37	10015	.27
SUBARU	44753	1.35	39184	1.05
TOYOTA	261659	7.88	289517	7.74
VOLKSWAGEN	36633	1.10	46552	1.24
VOLVO	31503	.95	36980	.99
OTHERS	8243	.25	11931	.32
TOTAL OTHER IMPORTS	1160551	34.94	1261377	33.73
GRAND TOTAL ALL IMPORT CARS	1288320	38.78	1392928	37.24

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	2127	.13	5927	.30
DODGE RAIDER	35	-	1111	.06
CHEVROLET GEO TRACKER	11922	.71	12407	.62
OTHER IMPORTS				
ISUZU	39233	2.33	42895	2.14
MAZDA	44122	2.62	46176	2.31
MITSUBISHI	13193	.78	17863	.89
NISSAN	61844	3.67	66722	3.33
SUZUKI	6313	.37	6910	.35
TOYOTA	101424	6.02	104781	5.23
VOLKSWAGEN	1948	.12	2673	.13
OTHERS	2847	.17	3317	.17
TOTAL OTHER IMPORT TRUCKS	270924	16.07	291237	14.55
GRAND TOTAL ALL IMPORT TRUCKS	285008	16.91	310682	15.52

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

MAY 1991 ISSUED 07/91

R. L. POLK & CO. R.1-91

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